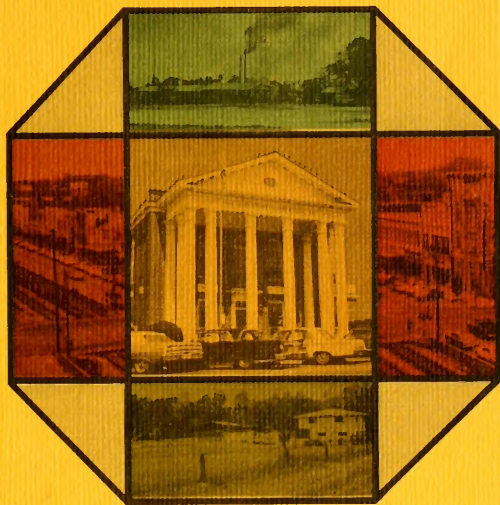


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ECONOMIC POTENTIAL STUDY



NASH COUNTY, NORTH CAROLINA

ABSTRACT

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ABSTRACT: The Economic Potential Study is an inventory and
analysis of Nash County's population and economic
resources. The past and present population is
analyzed and projections are made to indicate the
future population growth of the county.

Nash County's economic history has been agriculture,
primarily tobacco. The results of an agricultural
economy were felt during the 50's when more than
10,000 persons left the county. This reflected the
trend toward farm mechanization.

This report indicates major strides have been made
in industrial development. Nash County is typical
of many North Carolina counties. Farming is
becoming less popular and industry is fast becoming
the major income producer.

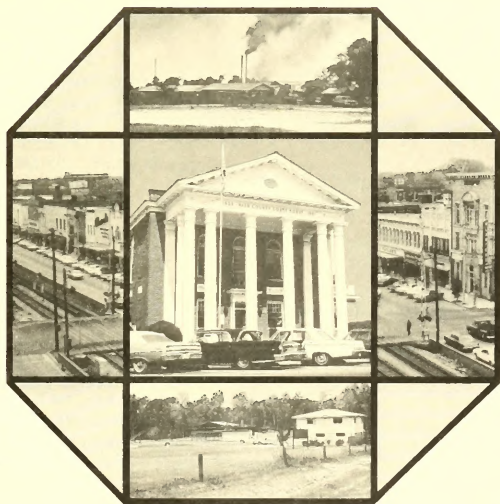
Educational attainment has been noted as one of the
major problems in the county. The average school
years completed for persons 25 and over in 1960 was 8.0

Objectives and goals to better the economic conditions
are established followed by action programs for
implementation.



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ECONOMIC POTENTIAL STUDY



NASH COUNTY, NORTH CAROLINA

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Introduction

INTRODUCTION

This Economic Potential Study is the second in a series of planning elements prepared by the Nash County Planning Board. The first, the Land Potential Study, was completed in December, 1968. This report will analyze the existing population and economy, then project future populations and economic potentials for Nash County.

It is not intended that this report be an academic exercise but rather a guide toward the formulation of an overall development plan for the county. By means of future population projections, estimates can be made of the amount of land needed to accommodate the expected growth, if growth is to occur. An analysis of the economy of the county will help point out whether the economy is growing or declining. Goals can be established, and recommendations made to rejuvenate the economy or cope with the problems of growth.

It should be noted that a great deal of the statistics used in this report were compiled in 1960 by the U. S. Bureau of Census. This information is now outdated by eight years, but for some items it represents the only documented facts available for analysis. Wherever possible, material from studies and reports more recent than 1960 has been used.

Many projections and estimates are made in this report, but their accuracy can only be that of an estimate based on past trends. Hopefully, these will indicate the directions in which the county is progressing or regressing.



Population

POPULATION

What is the most important asset to any county? Its people. What basically attracts and holds the people to an area? Its economic structure. Who actually formulates the economic structure of the county? The people. Therefore, the importance of the populace has been established, but the number of persons, their ages, sex, and race are still unknown.

It is thought that an analysis of only the present population would leave many questions unanswered, therefore, the population changes from 1900 to 1960 will be analyzed.

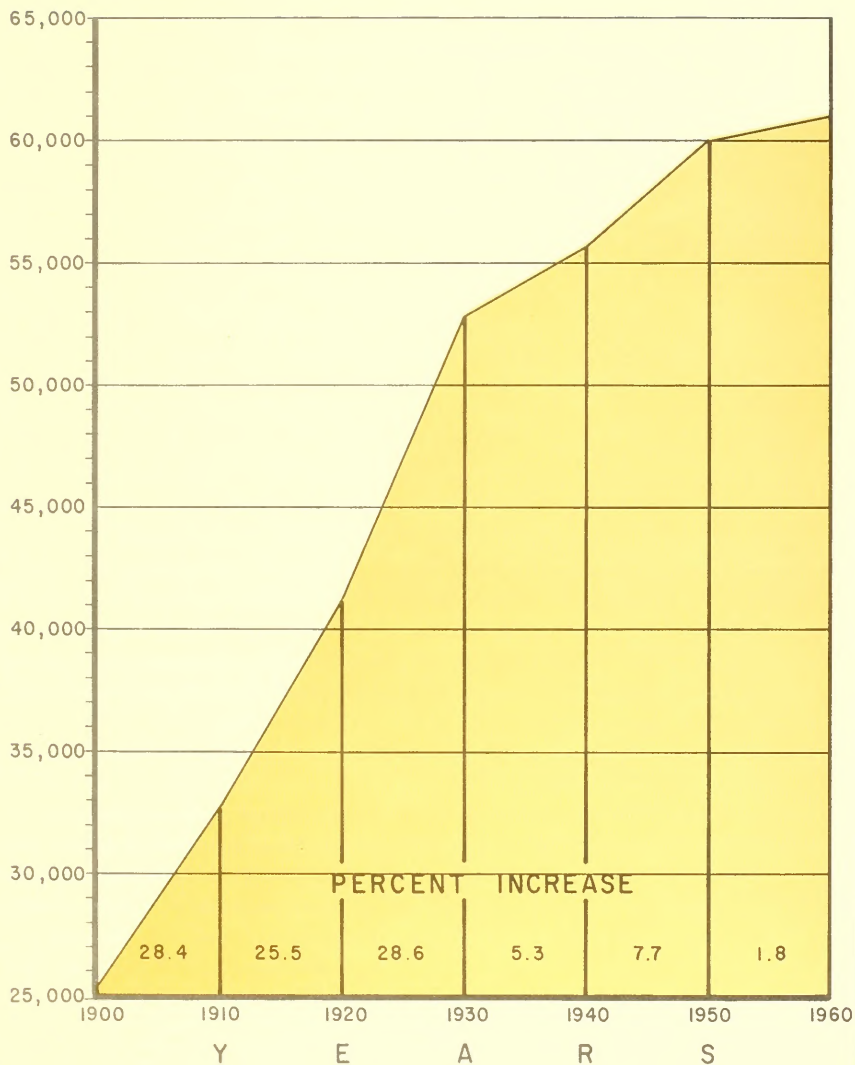
Past Population

From the knowledge of past population, the trends over the years can be seen. These trends are used to project the future population of any given area. Chart 1 is shown so the reader might see the relationship between each decade from the turn of the century.

The largest decade increase in population for the 60 years shown was 1900-1910. Apparently this resulted from the county being a rural farm county with many farmers needing many laborers to work. One other notable reason is that Rocky Mount, being split between Nash and Edgecombe Counties, was a rail center for Eastern North Carolina. At this time, rail travel was very active. From 1920-1930, the latter years representing the decade of the "Great Depression", represented the second largest decade increase for Nash County during the 60 year period. The reason for this is that Nash, being a predominately rural agricultural county, again drew and held many farmers and farm laborers. The decade of 1930 to 1940 was 10 years of slow growth for the county. People were trying to recuperate from the depression. World War II plagued the 1940-1950 decade, but the population increased 7.8 percent. A large amount of this increase can be attributed to the "War Baby" boom during the latter half of the decade. From

CHART I
PAST POPULATION

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1950 to 1960, the county had the slowest growth rate since the turn of the century with only a 1.8 increase.

New technological advances in agriculture and industry began in the early 50's. The farming industry was becoming more advanced and the farm laborer was no longer needed. The machine had taken his place. The machine had also created problems with the small farmer because he could no longer make a decent living without new modern equipment. With this added expense, he sold out to the larger farmer and sought employment elsewhere. This tremendous influx of mechanization caused almost as many people to migrate out as were born or in-migrated, resulting in only a small increase in population from 1950 to 1960.

However, from 25,478 in 1900 to 61,002 in 1960, a population increase of 35,524 or 139.4 percent, indicates a good growth rate for an eastern North Carolina county.

Past Population Distribution

Unlike the overall county population growth, all the townships have not grown in comparison. Only three have had any significant decade to decade growth. These are Rocky Mount, Stony Creek and South Whitakers townships, whose land area is basically the Nash County portion of Rocky Mount. The majority of Nash County industries are located in or near Rocky Mount, and this has influenced the population growth. Nashville township had significant decade to decade growth from 1900 to 1950, but 1950 to 1960 represented a loss in population.

Many of the remaning townships are totally rural and losing population.

Rural county population is diminishing in many counties throughout the State as well as Nash. As previously noted, a great deal of this loss of population has been from the farm to the urban centers where jobs and better housing are available. The 1960 Census of Population states that from 1950 to 1960 the urban population of Nash County increased 16.9 percent while

the rural population decreased by 3.2 percent.

TABLE 1
POPULATION BY TOWNSHIPS¹

	1910	1920	1930	1940	1950	1960
Bailey	1,600	984	2,565	2,535	2,617	2,602
Castalia	1,089	1,380	1,597	1,677	1,778	1,461
Coopers	2,423	2,430	3,101	2,846	2,433	2,108
Dry Wells	2,019	2,352	2,327	2,530	2,128	2,209
Ferrells	1,530	1,698	2,097	2,274	2,321	1,926
Griffins	1,974	2,335	2,925	2,800	2,831	2,488
Jackson	1,829	2,137	2,951	2,941	2,918	2,506
Mannings	4,099	3,777	4,943	5,167	5,290	4,990
Nashville	2,761	3,597	4,095	4,492	5,468	5,405
North Whitakers	2,311	2,917	3,370	3,540	3,794	3,889
Old Level		1,818	1,989	1,865	2,292	2,286
Red Oak	1,195	1,510	1,860	1,667	1,697	1,607
Rocky Mount	6,531	9,364	13,137	15,086	17,053	18,279
South Whitakers	1,414	1,483	1,770	1,813	2,028	2,143
Stony Creek	2,952	3,279	4,055	4,375	5,271	7,103
Nash County	33,727	41,061	52,782	55,608	59,919	61,002

¹Population of Counties and Minor Civil Divisions: 1910-1960, Eastern Subregions of North Carolina, Department of Conservation and Development, Division of Community Planning.

Migration

Migration out of many rural counties in North Carolina has been a trend for several years. The mere fact that between 1950 and 1960 the population of Nash County increased by only 1.8 percent is an indication that out-migration is a probable answer.

In order to arrive at the total gain or loss from migration,

the natural population increase, defined as the number of births in excess of deaths, must be known. Table 2 indicates the migration trend for Nash County.

The 1950 population for Nash was 59,919, and the natural increase numbered 11,185 during the 1950-1960 period. Therefore, a population total of 71,104 should have resulted by adding the 1950 population and the natural population increases. However, the 1960 Census of Population computed the population to be 61,002. This 61,002 population indicates that 10,102 persons had migrated out of Nash County. In many instances, they had migrated to northern states where industrialization has been prominent for many years and where job opportunities and income levels are far greater than in many southern states.

TABLE 2
MIGRATION BY RACE 1950 - 1960

	White	Nonwhite	Total
1950 Population	34,489	25,430	59,919
Natural Population Increase	4,980	6,205	11,185
Expected 1960 Population	39,469	31,635	71,104
Actual 1960 Population	36,722	24,280	61,002
Population Loss From Migration	-2,747	-7,355	-10,102
Percent of Total Migration	27.2%	72.8%	

Source: U. S. Bureau of the Census - 1950-1960
N. C. State Board of Health - Annual Reports, 1950-1960

Migration patterns can be examined by the information presented in Table 3. This Table shows the age, race, and sex of persons migrating between 1950 and 1960.

There were a certain number of persons in each age group in 1950. In 1960, these persons were no longer 0-4 years of age, but were represented in the 10-14 year group. The 1960 age group of 0-9 years of age is not represented in the 1960 migration figures since this group was not present in 1950.

Migration figures in Table 2 have shown that 10,102 persons left Nash County from 1950 to 1960. Table 3 gives further insight into this fact. The table shows that the nonwhite populace between ages 20 and 34 had the greatest number of out-migrations. The nonwhite male and female age groups of 20-24 and 25-29 had less than 50 percent of the corresponding 1950 age groups to remain in the county in 1960. The nonwhite migration between 1950 and 1960 represented 72.8 percent of the total migration figure. One of the apparent causes of this tremendous out-migration is the fact that job opportunities were not available to those persons seeking employment. A large number of the persons that left the county were the farm laborers displaced by farm mechanization. The farm laborer had no choice except to go out of the county into an area where jobs were available.

This tremendous out-migration not only caused the population of Nash County to be far less than anticipated, but it has left a scar on the landscape of the county. Many tenant homes are unoccupied. The Division of Community Planning conducted a field survey in 1968 to determine the number of houses and their condition in the rural county area. The results were 571 dwelling units vacant and 509 of these were totally dilapidated. This means the houses were beyond repair and not fit for human habitation. It is assumed that some of these houses were the living quarters of the persons out-migrating. These houses, or more appropriately titled, shacks, still remain, empty and crumbling with the landowner rationalizing that maybe someone

TABLE 3
NET MIGRATION BY AGE GROUPS
NASH COUNTY 1950-1960

1950		1960		Percent of 1950 Group Present in 1960
Age	Population	Age	Population	
<u>White Male</u>				
0-4	2,140	10-14	2,117	98.9
5-9	1,808	15-19	1,513	83.7
10-14	1,665	20-24	979	58.8
15-19	1,428	25-29	1,071	75.0
20-24	1,269	30-34	1,249	98.4
25-34	2,712	35-44	2,552	94.1
35-44	2,284	45-54	2,124	93.0
45-54	1,655	55-64	1,368	82.7
55+	2,184	65+	1,250	57.2
<u>White Female</u>				
0-4	2,019	10-14	1,976	97.9
5-9	1,662	15-19	1,512	91.0
10-14	1,662	20-24	1,179	70.9
15-19	1,474	25-29	1,121	76.1
20-24	1,390	30-34	1,302	93.7
25-34	2,752	35-44	2,639	95.9
35-44	2,322	45-54	2,200	94.7
45-54	1,719	55-64	1,589	92.4
55+	2,344	65+	1,564	66.7
<u>Nonwhite Male</u>				
0-4	1,938	10-14	1,780	91.8
5-9	1,729	15-19	1,359	78.6
10-14	1,625	20-24	619	39.1
15-19	1,348	25-29	523	38.8
20-24	959	30-34	559	58.8
25-34	1,553	35-44	1,204	77.5
35-44	1,297	45-54	986	76.0
45-54	928	55-64	678	73.1
55+	1,115	65+	599	53.7
<u>Nonwhite Female</u>				
0-4	1,981	10-14	1,707	86.2
5-9	1,768	15-19	1,274	72.1
10-14	1,602	20-24	689	43.0
15-19	1,301	25-29	611	47.0
20-24	1,076	30-34	676	62.8
25-34	1,723	35-44	1,342	77.9
35-44	1,429	45-54	1,096	76.7
45-54	965	55-64	692	71.7
55+	1,093	65+	641	58.6

Source: U. S. Bureau of Census

will eventually want to rent this shack. The only apparent solution to ridding the county of these vacant eyesores is to persuade the owner to tear the house down or allow the rural fire departments to use these houses for fire fighting experience.

Another fact to consider is that this outmigrating group, both white and nonwhite, represents the childbearing age groups and the new labor force. With the large outmigration of these age groups the first assumption would be to predict a county population decrease in the future.

Current Population

In order to more logically predict the future population, the current population should be analyzed. Normally, this would be an educated guess, but the Statistical Service Center of the N. C. State Department of Administration has helped by publishing computed estimates for 1966 and 1967 population for all counties in North Carolina.

The population figure for Nash County in 1966 was 64,220, an increase of 5.3 percent over the 1960 population of 61,002. Although this was an increase in population, the number of out-migrations for the period of 1960 to 1966 was 1,808. This indicates that the out-migration trend has slowed somewhat and that the county is beginning to hold its population. In the past few years several industries have located in Nash County. These industries have been an incentive for many people to remain and work in the local industries. The farming industry is at an even higher degree of mechanization than during the past decade. Farms are becoming larger in land acreage and the need for farm laborers is declining at a rapid pace.

It should be noted that the out-migration still occurs in the same age group as during the previous decade. Age group population figures for 1966 show that 1255 fewer persons remained in age group 18-44 than did in 1960; however, this

group in 1966 was represented in the 1950 age group of 12-38.² Out-migration still occurs in the childbearing and labor force age groups.

Additional population projections have been computed for 1967 by the Statistical Service Center. The 1967 estimate was 63,836, a loss of 384 persons or 0.6 percent. Apparently this loss was due to the out-migration of the childbearing age groups in the 50's which is now beginning to produce a reduction in the overall population. It does not seem reasonable to assume that job opportunities are not available. Several industries have recently located within Nash County and are actively seeking employees. A recent interview revealed that approximately 120 industrial jobs were presently open and offering a minimum starting salary of \$1.60 per hour and that many of these jobs offered considerably higher starting salaries.

It is hoped that the population will not continue to decline but rather remain the same or show an increase.

² Estimates of the Population of North Carolina Counties 1966 and 1967, Statistical Service Center, N. C. Department of Administration, May, 1968, p. 15

Current Population By Age, Race and Sex

Future needs can be determined by analyzing population characteristics. People of different ages require different services. School age children will, in a short number of years, have children needing additional school facilities. Population numbers by ages will give some insight to the need for future housing. Industrial prospects are interested in the number of persons that are labor force age. The county can estimate future needs of the population and determine what public facilities will be required. These future needs based on knowledge of the present population breakdown and the anticipated population are one basis for the preparation of an overall development plan for the county.

Table 4 illustrates the present population. The childbearing and the majority of the labor force age group (18-44 years of age) are not continuing the trend of population loss as did this age group from 1950 to 1960. This age group lost a large number of persons by out-migration from 1950 to 1960. It can be assumed by the comparison of the population count for these age groups that the people of the county are now able to find jobs which hold them in the county.

Another valuable point to be noted about the 1966 population, is that within this same age group (18-44), the loss of population between 1960-1966 occurred in the white population. It cannot be attributed to male or female loss because both lost more than 10 percent over the 1960 group. It would seem that the nonwhite population would have lost population due to the tremendous amount of out-migration that occurred in the childbearing groups from 1950 to 1960, but a population increase of 1.3 percent for males and 2 percent for females occurred. The assumption here would be that job opportunities are more readily available and that many persons are remaining in the county because of this fact.

The largest increase in any age group from 1960 to 1966 was in the white, male and female 65 and older group. This increase over the 1960 population age group was 58.1 and 56.4 percent respectively.

TABLE 4
POPULATION BY AGE, RACE, SEX 1960-1966

Ages*	0-4	5-17	18-44		45-64		65+		Total
1960			Male	Female	Male	Female	Male	Female	
White			6,301	6,702	3,492	3,789	1,250	1,564	
	7,199	18,931							61,00
Nonwhite			3,350	3,732	1,664	1,788	599	641	
1966									
White			5,625	6,004	4,579	3,980	1,976	2,447	
	6,791	20,320							64,22
Nonwhite			3,395	3,806	1,862	2,201	692	542	
Number Increase or	-408	+1,389	-676	-698	+1,087	+191	+726	+883	
Decrease			+45	+74	+198	+413	+93	-99	
Percent Increase or Decrease									
White			-10.7%	-10.4%	+31.1%	+5.0%	+58.1%	-56.4%	
	-5.7%	+7.3%							+5.37
Nonwhite			+1.3%	+2.0%	+11.9%	+23.1%	+15.5%	-15.4%	

*Age groups were used in this manner because the 1966 estimates were broken down into the same group. The Census of Population does not use the same breakdown, therefore the 1960 figures were extracted from the 1960 population figures to correspond with 1966 age groups.

Source: U. S. Bureau of Census and Statistical Service Center.

FUTURE POPULATION

Future population projections are extremely important with respect to the future development of an area. With a knowledge of the anticipated future population, the governing body can begin preparations for orderly development. A growing population places strains on public facilities and in many instances, these facilities become obsolete because planning was not initiated earlier. Planning must anticipate the growth and needs for a particular period of time. The Plan is usually prepared for a period of twenty years. However, continual updating must be done to keep the Plan at least twenty years in advance of growth and for unanticipated changes. The growth or decline of the population is an important factor in planning for the future.

Population projections are only as accurate as the trends set in the past, because most methods of population projections use the past trends.

In order to derive a feasible future population projection, three methods have been used. These are shown in Chart 2.

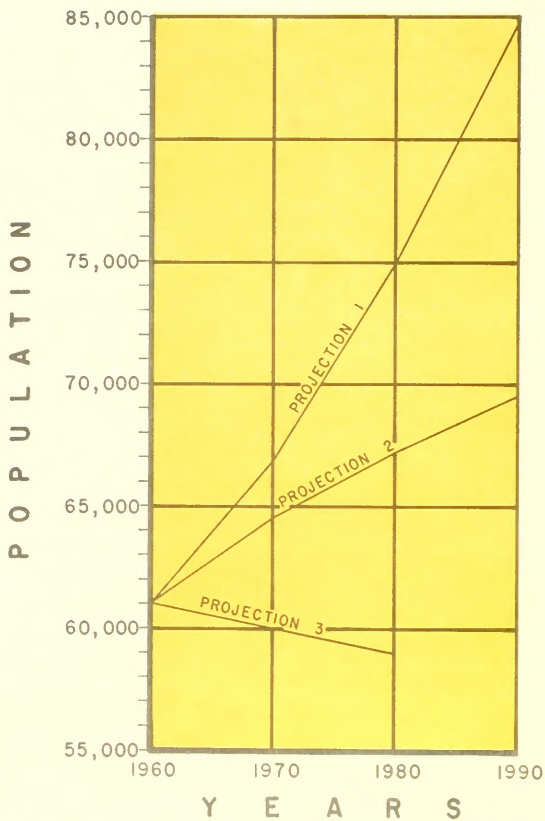
Projection 1 was prepared by the North Carolina Social Sciences Advisory Committee.³

The projection of the OBE is thought to be high for Nash County in 1990. The population projection is 85,000 for that year. This would account for an increase of 39.3 percent over the thirty year period of 1960-1990. However, in looking at the past growth as depicted by Chart 2, this same growth took

³The methodology used is as follows: "The compound growth rate of each county from 1950 to 1960 was projected to 1980 and forced (by a simple ratio method) into equality with Office of Business Economics 1980 projection for the economic sub-region at this point. One-half of the 1950 to 1960 compound growth rate for each county was then projected to 2020 and the totals again forced into balance with the Office of Business Economics sub-region projection for 2020 by the same method used for 1980". The 1990 estimate will be the last year used in this report.

CHART 2

FUTURE POPULATION PROJECTIONS



place from 1900 to 1930, but it is not thought that any reasonable comparison can be made of the two. The 1900-1930 growth resulted from heavy reliance on the farming industry and related businesses. The period of the twenties was very prosperous but ended in a depression which seemed to curb the growth of population.

The population trend in the fifties and sixties has been in the opposite direction, that is, away from farming and toward industrialization. Industrialization of an area is an important factor to consider when projecting future populations.

Nash County, since 1960, has gained many industrial plants. This is an important attraction for people. At one time it was thought that a new industry in a county would spur the population of the county. It was thought that for each industrial job many additional people would be added to the population roles. This has not really been the end result in Eastern North Carolina or Nash County.

The people of today do not mind traveling ten to twenty miles per day to and from work. This has resulted in many persons commuting to the new industrial plants each morning and returning to their respective counties each night. The population, therefore, has not grown proportionately to the industrial growth. If this were the case, Nash County, with its 95 to 100 industries and several thousand employees, would be an urban county.

Therefore, the anticipated population growth, as indicated by Projection 1, could only result from a period of tremendous in-migration. This trend has not been shown in the past years of industrial growth in Nash County, from 1940 to 1968. The number of industrial plants has increased, and industrial jobs have increased tremendously. But while the industries and the jobs are located in the county, the recruitable work force has been located in both Nash County and its neighboring counties.

Projection 1 is thought to be exceptionally high for the future population of the county. This projection could become a reality only if future industries locating in Nash County

import the majority of their employees. This is highly unlikely because industries are looking for the labor force in the area to which they are relocating and usually the only imports into the county are the administrative and supervisory personnel.

A form of the Cohort Survival Method based on the 1950 and 1960 period was used for Projection 3.⁴ Since this method projects the future population by age groups based on trends of the previous decade, the projection shows a decrease of population for 1970 and 1980. Between 1950 and 1960, Nash County lost over 10,000 persons by out-migration and the projection assumes that this out-migration will continue. This fact alone could have a tremendous impact on the future population because as previously indicated, the out-migrating persons were of childbearing age.

Hamilton and Perry project a 1970 population of 60,070 and a 1980 population of 58,990. At present, these projections are thought to be in error. The Statistical Service Center's estimates of the 1967 county population shows the population of Nash County to be 63,836, an increase of 3,218 over the 1960 population figure. If the 1970 population projection of 60,070 is to become a reality, the county would lose more people in the remaining three and one-half years of this decade than it gained in the first six and one-half years. This is highly improbable, because new industries are locating in Nash County. More jobs, better salaries and local job training are available.

Projection 2 was prepared by the Division of Community Planning in 1968 and is thought to more accurately depict the future population of Nash County.⁵

⁴Hamilton, C. Horace and Perry, Josef H., 1980 Population Projections for North Carolina Counties, Department of Conservation and Development, October, 1963, Raleigh, N. C.

⁵The Least-Squares projection method was used. This method uses regression analysis to compute a trend line "best fitting" the past population data of a given area and to yield an extrapolated population projection.

This method projects the 1970, 1980 and 1990 population to be 64,571, 67,268 and 69,595 respectively. The 1970 projection is extremely close to the Statistical Service Center's 1966 and 1967 population projections of 64,220 and 63,836 respectively.

Projection 2 is thought to be the most accurate of the three because of several reasons. Projection 3 indicated continuing population losses. This is thought highly improbable because the County is experiencing industrial growth which will enhance the chances of population growth. Rocky Mount is experiencing growth which also enhances the population picture. Many high school graduates are now entering the labor force in Nash County because the industries in the County can offer a future. This also indicates growth for the County.

It is not thought that Nash County will become a county of 85,000 by 1990 as indicated by Projection 1. A 1990 population of 85,000 would require a 39 percent increase in population over the 1960 population of 61,002. This would require an increase of approximately 8,000 per decade (1960-1990). It has been projected that the first decade (1960-1970) will shown an increase of 3,569, and this is a decade of great strides in industrial growth. An immediate assumption would be that this small percentage of decade growth could not result in a 1990 population of 85,000, and it is probably an excellent assumption. An additional reason for the less than 85,000 population is the agricultural trend. Farming is becoming more and more mechanized, requiring fewer and fewer laborers. These displaced individuals or families must find other jobs. In part, jobs can be furnished by industry within the county, but many must leave the county to find work.

Industry can produce additional population in an area by the importation of workers into the area. However, this has not happened to any great extent in Nash County. Industry has prevented the decline in total county population but it has not imported or caused the in-migration of a great number of persons. The extent of in-migration has been in the management end of industry.

The negro is now being given more opportunities to obtain jobs in industry. This should reverse the 1950-1960 out-migration pattern of the negro.

These are but a few of the many factors that will help determine the future population. The future of Nash County can be projected based on past facts; however, many factors can alter the future population total.

The future population projection used throughout the series of planning elements being prepared will be Projection 2.

FUTURE AGE GROUPS

A knowledge of the future population by age groups is extremely important. The age group 0-17 is basically the school age group, 18-64 the work force, and over 65 the group needing more medical and domiciliary facilities. With a knowledge of the future population in each of these age groups, many needs of the future can be projected: schools, employment, needed public facilities and nursing homes.

Table 4 has shown a possible trend in the future age composition for Nash County. It is thought that the recent past (1960-1966) might be used as a basis for the future age group projections because of the following reasons: from 1960 to 1966 out-migration was small, the farm transition had slowed somewhat and 1960 to 1966 was an industrial growth period for Nash County.

TABLE 5
POPULATION BY AGE GROUPS - 1960-1966

	0-17	Percent of Total Population	18-64	Percent of Total Population	64 & Over	Percent of Total Population	Total Population
1960	26,130	43	30,818	50	4,054	7	61,002
1966	27,111	42	31,452	49	5,657	9	64,220
Number Change	+981		+634		+1,603		+3,218
Percent Change	+3.7		+2.0		+39.5		+5.3

Table 5 indicates that the percent of the total population for age groups 0-17 and 18-64 is decreasing slightly, while the 64 and over group is increasing at a rapid pace.

Table 6 shows the future age group populations. These populations were made by assuming the same rate of growth for each decade and applying this percent to the projected population for

each decade.

TABLE 6
FUTURE AGE GROUP

	<u>0-17</u>	<u>18-64</u>	<u>64 & Over</u>	<u>Total</u>
1970	27,120	31,640	5811	64,571
1980	28,253	32,961	6054	67,268
1990	29,230	34,101	6264	69,595

It should be noted that the above figures are strictly estimates of the number in each group. More accurate estimates can be made after the 1970 census is tabulated and shown by age group. Until such time, the above figures will be used to project future needs for Nash County.



Economy



ECONOMY

Introduction

The economy of Nash County has changed in the past 10 to 15 years. Since the early settler days until the late fifties, Nash was predominately a rural agricultural county. The county is still predominately a rural county but industrialization has been introduced into the county.

This section of the report will attempt to analyze the physical resources, the labor force and the economic activity of the county.

Physical Resources

Nash County could be called the "crossroads" of the east. The county experiences a tremendous amount of east-west and north-south traffic daily. At one time, Rocky Mount was a major center for north-south rail traffic, and today still remains an important rail head.

The county is traversed by several major highways. U.S. 301 for many years has held its importance as a major north-south traffic artery. This has provided Nash County with an excellent transportation route that is extremely important to industry. Interstate 95, partially complete, will also traverse the county from north to south. This interstate route will eventually provide a traffic artery stretching from Maine to Florida. Nash County is near the center of this major traffic route. This highway is presently playing an important role in the location of industry in Nash County.

East-west travel is served by U.S. 64, which links the sea with the mountains and points west.

Highway travel to northern, southern and western areas is easily accessible. Nash County is a highly desirable locale for industry needing excellent trucking facilities as well as for the trucking companies themselves.

Rail facilities, with the present day important facility known as "piggyback service", are available to Nash County at Rocky Mount. The Seaboard Coast Line Railroad provides this necessary facility. Industrial areas have developed near the railroad. The main line Seaboard Coast Line tracks and U. S. 301 highway run almost parallel, and the land located between the two provides excellent industrial sites.

Airport facilities in the past have been confined to the Rocky Mount Municipal Airport but a new facility is now being constructed in the southern portion of the county. This airport will serve a tri-county area, Nash, Wilson and Edgecombe. Today, an airport is practically a necessity to industry. This new and modern facility will accommodate the short-range jet.

An adequate water supply is essential to both industry and the local population. A reservoir is planned on the Tar River which could supply needed industrial and municipal water for Rocky Mount for many years, certainly through the twenty year planning period.

In 1968, a comprehensive county water and sewer study, financed by Farmers Home Administration, was completed. This study projected water and sewer needs for the immediate future in the rural areas and small towns of Nash County.

Proximity to Markets

Nash County's proximity to markets is good. Its location in eastern North Carolina provides near in-state and out-of-state markets for food and manufactured products. Overseas export facilities are as close as Norfolk, Virginia and Morehead City, North Carolina.

Interstate 95 and the Seaboard Coast Line Railroad provide direct access to approximately 90,000,000 people located along the east coast of the U. S. Here can be found a market for almost any commodity produced. While it is recognized that all other locations have access to this eastern U. S. population concentration,

nevertheless, direct access to markets for food and manufactured products is one important factor in Nash County's industrial growth potential.

Labor Force

There is a direct correlation between the labor force and the economy of an area. The present and future economy is maintained by the labor force.

Details on the labor force of an area are extremely important to industry. Industry will not normally locate in an area if adequate labor is questionable.

Nash County has been fortunate in that the labor force has been of acceptable quantity and quality to attract several large industries. The following table indicates the overall labor picture from 1962 to 1967 inclusive.

TABLE 7⁶
LABOR FORCE ESTIMATES 1962-1967

	1962	1964	Percent Change	1966	Percent Change	1967	Percent Change
Total Employment	24,320	25,020	+2.9	25,360	+1.3	25,370	+0.04
Manufacturing	4,950	5,160	+4.2	5,750	+11.4	6,270	+9.0
Nonmanufacturing	6,800	7,270	+6.9	8,200	+12.8	8,360	+1.9
Public Administration	1,900	1,960	+3.1	2,120	+8.2	1,920	-9.4
Agricultural	7,560	7,190	-4.9	5,880	-18.2	5,510	-6.3
Other	3,110	3,440	+10.6	3,410	+0.9	3,310	+2.9

The labor force is defined as those persons actively seeking employment or employed and are 14 years of age or older.

In 1967, a total labor force of 25,370 existed in Nash County. This is less than 50 percent of the 1967 estimated county population. It should be noted that the number of persons considered

⁶ Statistical Service Center, Budget Division, Department of Administration.

to be in the labor force has increased steadily but slowly (4.3 percent) since 1962, consequently, the increase in total county population from 1960 to 1967 has also been estimated to be comparatively small.

Manufacturing jobs have shown an increase in labor force estimates (26.6 percent) while agriculture has indicated a slightly larger loss (27.1 percent). From the two percentage figures indications are that the industrial labor force has been filled by the agricultural loss.

Recruitable Labor Force⁷

The Employment Security Commission of North Carolina estimate quarterly the number of recruitable workers for industrial expansion. In Nash County, Rocky Mount is used as the base and the recruitable workers are estimated within a 25 mile (road mileage) radius of that base. The population of this area was 189,495 as shown by the 1960 census.

The recruitable and referable labor supply is made up generally of two groups:

1. Persons currently seeking work such as the unemployed, persons with less than full-time employment, individuals holding jobs which do not utilize their highest potential, certain others, such as school drop-outs, and returnees from military service.
2. Potential job seekers, such as housewives who would join the labor force if more suitable work or better job opportunities were available, workers who are now commuting to jobs in other areas but who prefer local employment, young people who expect to find jobs upon completion of their schooling and agricultural workers who are interested in industrial jobs.

⁷Source: Employment Security Commission of North Carolina, Rocky Mount, May 7, 1968

The Employment Security Commission's estimates of recruitable labor dated May 7, 1968 is as follows:

TABLE 8
RECRUITABLE PRODUCTION - RELATED WORKERS
MAY 7, 1968

Sex	<u>Type of Worker</u>			
	Experienced Manufacturing Worker	All Other Experienced Workers	Inexperienced but Referable and Trainable	Total Available Workers
Male	470	735	615	1,820
Female	995	1,075	1,885	3,955
Total	1,465	1,810	2,500	5,775

It should be noted that the above figures are estimates, but they do represent the most accurate figures available to potential industrial prospects.

The Employment Security Commission has estimated the commuting distance of the available workers as shown by Table 9.

TABLE 9
DISTRIBUTION OF AVAILABLE WORKERS
BY COMMUTING DISTANCE PATTERNS

<u>Miles</u>	<u>Male</u>	<u>Female</u>
0-15	805	1,570
15-20	675	1,670
20-25	340	715
	<u>1,820</u>	<u>3,955</u>

Today, commuting to and from work and driving a total of 20 to 25 miles is not uncommon. The worker will travel this distance for better wages and better working conditions.

A trend that is occurring nation-wide is reflected in the sex of the available labor force in Nash County. Today, more

and more women are entering the labor force. In Nash County, the number of available and recruitable workers is dominated by the female sex, accounting for 68.5 percent of the total recruitable available labor force.

Another important factor is the number of high school graduates entering the labor force each year. The Employment Security Commission estimates that 1455 high school graduates enter the labor force within a 25 mile radius of Rocky Mount.

An article appeared in the Nashville Graphic, entitled "Nash Has Big Increase in White Collar Jobs." This article helps explain one of the reasons why more and more high school graduates are entering the labor force in Nash County. Portions of the article are as follows:

"At the present time, on the basis of changes that are reported for the county as a whole, the white collar ratio locally has increased approximately 16 percent since 1960, when the last census was taken.

At that time the count showed Nash County had 5,604 people in white collar jobs and 14,480 in blue collar.

Under the heading 'white collar' are a variety of occupations ranging from sales clerks and stenographers to technicians, company executives and professional people.

Classified as 'blue collar' in the government reports are craftsmen, mechanists, farmers, foremen, operatives and other production workers.

In Nash County white collar workers now occupy an estimated 32 percent of all jobs."

With the white collar jobs becoming more prevalent and the blue collar jobs becoming more affluent, it is anticipated that more high school graduates will enter the labor force each year.

Income⁸

An individual is considered poor if his personal income or the income of the family to which he belongs inadequately provides for his subsistence. The level of income necessary for surviving on a minimum diet with none of the amenities of prosperity has been determined by the Social Security Administration for families of varying size and rural/urban residence status. For example, an unrelated individual living on a farm was considered in poverty if his income was under \$1,065 in 1960 or \$1,085 in 1965. On the other hand, a family of seven members living in a nonfarm area required \$4,985 in 1960 or \$5,090 in 1965 in order not to be in poverty.

Considering the relationship of family income to the family size and residence status in Nash County, the average income cut-off distinguishing poor from non-poor stood at \$2,764 in 1960 and \$2,819 in 1966.

Out of a total of 14,814 families, 4,246 or 28.7 percent were poor by the above criteria in 1966 in Nash County. In 1960, the total number of families in Nash County, 13,805, stood below the number estimated above for 1966. Of this earlier population, 6,245, or 45.2 percent received incomes under the 1960 poverty cut-off, showing an amelioration of the poverty problem between 1960 and 1966.

The number of poor families in Nash County had decreased by 32.0 percent and the population of all families in the county rose by 7.3 percent between 1960 and 1966.

TABLE 10
FAMILY INCOME - 1966

<u>Family Income</u>	<u>Percent of Families</u>
\$0 to 2,499	24
\$2,500 to 3,999	22
\$4,000 to 6,999	30
\$7,000 to 9,999	12
\$10,000 and over	13

⁸ Office of Economic Opportunity Information Center, Community Profile, Nash County, North Carolina, pp. CP-006, CP-007, CP-037

In 1959, Nash County had a median family income of \$3,119. In 1966, the estimated median family income rose to \$4,425.

Education⁹

The level of educational achievement and facilities in a community is a reliable indicator of its socioeconomic status. Counties with a high incidence of families with incomes below the poverty cut-off are likely to be the counties with a poorly educated population.

The median school years completed by persons in Nash County aged twenty-five years and over were 8.0 in 1960. Nash County had, therefore, a level of educational achievement lower than the nation as a whole where the median school years completed stood at 10.6 years.

The extent of functional illiteracy in a community can be measured by the number of persons twenty-five years of age or more who have completed less than five years of school. In 1960, Nash County had 24.2 percent of the adult population that had not gone beyond four school years. In this same age group only 26.9 percent had completed a secondary level education.

A county's educational attainment can be measured in part by its school losses. These losses are defined as the difference between the number of students enrolled in the 5th grade and the number that graduated seven years later. Table 11 shows the school losses for Nash County in 1967. The county losses compared with that of the State are below average. The losses are only 5 percent below the State average and this does not appear to be an extreme below average figure. However, one must realize that North Carolina is ranked low in the national education field.

⁹ Extracted from Community Profile, Office of Economic Opportunity Information Center, Page CP-024

TABLE 11

COMPARISON OF 1967 HIGH SCHOOL GRADUATES
WITH 1959-1960 FIFTH GRADE ENROLLMENT

Unit	Enrollment 5th grade 1959-1960	High School Graduates 1967	Losses	Percent Graduated	Percent Lost
Nash	1,891	1,080	811	57.1	42.9
N. C.	104,634	65,009	39,625	62.1	37.9

Source: Statistical Services, Department of Public Instruction

Of the 1,080 graduates in 1967, 624 or 57.8 percent were graduated from the county system. A comparison of city and county graduates (Table 12) shows that 52.6 percent of the city graduates, in comparison to 33.9 percent of the county graduates, continued their education after graduation. A probably reason for the higher percentage of city graduates continuing their education is that many of the parents are college graduates and their children feel the need for additional education. The lower percentage in the county system may result from the large number of nonwhite students and from the lack of financial assistance. This is a probably reason for the high percentage of county graduates being gainfully employed after graduation. However, an additional reason is that the county schools have excellent vocational education curriculums.

TABLE 12
FOLLOW-UP SURVEY OF 1967 HIGH SCHOOL
GRADUATES IN COUNTY AND CITY UNITS

Unit	Number of Graduates	Enrolled in Senior College		Enrolled in Junior College		Enrolled in Trade, Business, & Nursing School		Entered Military Service		Number Gainfully Employed		All Others	
		#	%	#	%	#	%	#	%	#	%	#	%
Nash	624	105	16.8	14	2.2	93	14.9	34	5.5	275	44.1	103	16.5
Rocky Mount	456	175	38.3	25	5.5	40	8.8	41	9.0	87	19.1	88	19.3

Source: Statistical Services, Department of Public Instruction

Availability of Financing

The availability of financing is not thought to be an extreme problem to large industrial firms locating in Nash County. However, local businessmen might encounter some problems in obtaining the needed capital to begin a business operation. He has two sources where money might be available, local private banks and savings and loan association, or federal assistance programs.

The Small Business Administration and the Farmers Home Administration are the two prominent federal lending agencies for the small business loan. Their major programs are as follows:¹⁰

Small Business Administration

1. Economic Opportunity Loans to Small Business - This program provides loans and management assistance to small businesses as well as providing jobs for unemployed, unskilled and/or underemployed persons.

¹⁰Source: Office of Economic Opportunity, Catalog of Federal Assistance Programs, June, 1967.

Under the Economic Opportunity Loan I program, loans up to \$15,000 are made to low-income persons, primarily those already in business. Loans may have a maximum maturity of 15 years. Under the Economic Opportunity Loan II programs, loans may be made up to \$25,000 for a period up to 15 years. These loans are made primarily to persons who, while in higher level incomes, have lacked opportunity to develop sound plans for new businesses. The loans are intended principally for manufacturing and production businesses.

2. Loans to State and Local Development Companies - These programs provide loans to state and local development companies to enable them to provide long-term loans to small businesses located in their areas. Development companies are corporations chartered for the express purpose of promoting economic development within a particular area.

A local development company can borrow up to \$350,000 to assist any identifiable small business concern for up to 25 years. Proceeds may be used for acquisition of land; construction, expansion, or modernization of buildings; and purchase of machinery and equipment.

A State development company may borrow from SBA up to the total amount of the outstanding borrowings from other sources. Proceeds may be used for long-term loans and equity capital.

In addition, the Agency makes loans to small businesses which have been physically displaced by Federally aided urban renewal, highway, or other construction programs. All loans must meet SBA's credit and eligibility criteria and contribute to national objectives or local economic development.

Farmers Home Administration

1. Farm Ownership Loans

This program provides farm ownership loans and technical management assistance to farmers and ranchers who are, or will become, operators of farms not larger than family farms. A borrower's principal indebtedness may not exceed \$60,000 or the normal value of the security, whichever is less. The maximum term is 40 years. The interest rate is 5 percent. Loans may be used to:

- A. Enlarge, improve and buy family farms,
- B. Refinance debts so as to place the farming operation on a sound basis,
- C. Provide necessary water and water facilities,
- D. Provide basic soil treatment and land conservation measures,
- E. Construct, repair and improve buildings needed in the operation of a family farm,
- F. Construct or repair farm houses,
- G. Improve, establish or buy a farm forest enterprise,
- H. Produce fish under controlled conditions,
- I. Finance recreational enterprises to supplement farm income,
- J. Pay authorized fees.

2. Loans For Forestry Purposes - This program provides loans and technical assistance for forestry purposes to ranchers, part-time farmers, owner-operators, joint operators of farms, tenant farmers who operate no larger than family farms, and association of farmers and rural residents. A farm ownership loan may be used to buy and develop land that is to be used for forestry purposes, to establish forestry plantings, to pay initial costs for carrying out approved forestry practices, to develop improved forestry programs, and to refinance debts on such lands.

A farm operating loan may be used to clear and prepare land for tree planting, purchase and plant forest seeds or trees, pay harvesting and processing costs, and pay other annual operating expenses, including execution of approved forestry practices such as fencing, pest control, thinning and fire protection.

Farm ownership and operating loans used for forestry purposes bear a special low interest rate of three percent, and repayments may be deferred for periods up to 15 years.

3. Loans For Recreational Purposes

This program provides loans for recreation enterprises to farmers and ranchers who personally manage and operate not larger than family farms, so that they may develop enterprises that will supplement their farm income. Loans to individuals are scheduled for repayment over a period consistent with the borrower's ability to repay. The repayment period on loans for real estate purposes may not exceed 40 years while that on loans for chattels may not exceed 7 years. The interest rate is 5 percent a year on the unpaid principal. Loans may be used to develop land and water resources; repair and construct buildings; purchase land, equipment, livestock, and related recreational items; and pay necessary operating expenses.

Loans up to \$4 million are available to rural non-profit community associations to finance such recreation facilities as: camping grounds, swimming facilities, golf courses, tennis courts, riding stables, vacation cottages, lodges and room for visitors, lakes and ponds for boating and fishing, docks, nature trails, picnic grounds, shooting preserves and ski slopes.

4. Loans to Cooperatives

This program provides 30 year 4 1/8 percent loans to

cooperatives that furnish essential processing, purchasing, or marketing services, supplies, or facilities to low-income rural families. It also provides technical assistance in establishing, operating, and managing cooperatives. The loan may be used to:

- A. Process products grown on members' farms.
- B. Assemble, market and transport home produced foods.
- C. Purchase and make available to members essential machinery and equipment.
- D. Provide services to market agricultural products.
- E. Purchase and make available to members farm operating and home industry items.
- F. Purchase land and building to carry out processing, purchasing and marketing services.
- G. Pay costs of organizing cooperative associations.
- H. Refinance certain debts.

5. Loans to Rural Families With Small Income

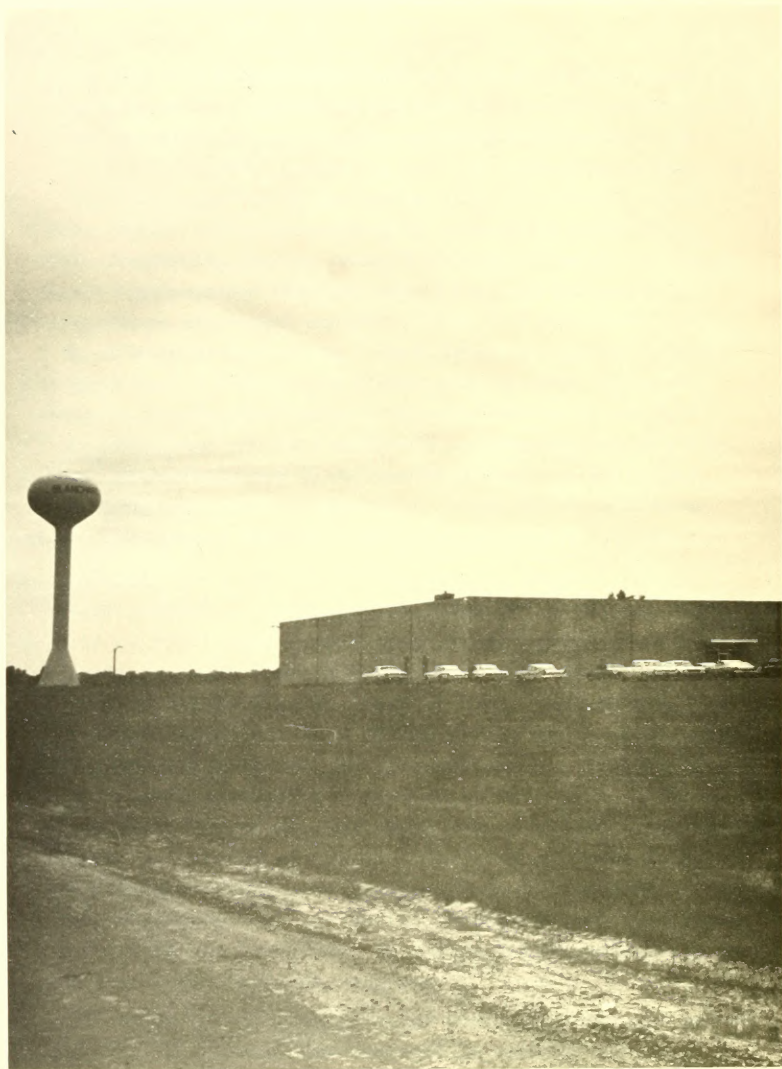
This program provides direct loans to low-income farm and nonfarm rural families who need capital to improve their earnings but are unable to obtain credit elsewhere on reasonable rates and terms. Loans to farm and nonfarm families living in the county or in small towns (5,500 population or less) may be used to finance small businesses, trades, or services such as well drilling, carpentry, trucking, and other income producing activities. Loans to farmers may be used for such purposes as to buy livestock and farm equipment, to buy an interest in cooperatively used equipment, to develop water supplies, farm land and buildings, to buy operating materials, or to pay farm operating expenses.

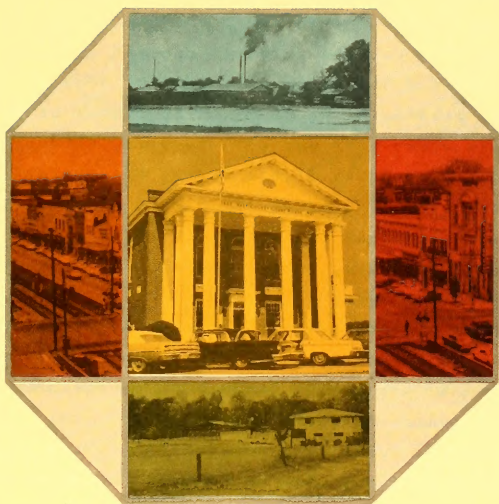
The total amount loaned to any one family may not exceed \$3,500 at any one time and will be limited to the family's need and ability to repay. The maximum loan term is 15 years at 4 1/8 percent interest per annum

on the unpaid balance. The loan must be secured by a promissory note and a loan agreement. Loans may be accompanied by technical and management assistance.

6. Operating Loans

This program provides operating loans and technical management assistance to operators of not larger than family farms to assist them in making adjustments and improvements in their farm and home operations. Loans are used only for items that are essential to the success of the proposed operations. The interest rate is 5 percent a year on the unpaid principal, except that the rate on loan funds for forestry purposes is 3 percent. Loans for productive livestock and for real estate improvements must be repaid in 7 years, although in some situations they may be renewed for an additional 5 years. Loans for equipment must be repaid in 5 years.





Economic Activities

AGRICULTURE

Nash County's economic history has been agricultural and basically tobacco oriented. The 1950's and 1960's have been periods of transition for Nash families. Agriculture no longer produces 85 to 90 percent of the income in Nash County but has recently had to share, approximately 50-50, with industrial income.

The early 1950's marked an era of modernization in the agriculture industry. Mechanization in agriculture has left many people without jobs and has also caused many small farmers to leave the farm and seek employment elsewhere. This is evident in Nash County.

Table 13 indicates trends in agriculture from 1954 to 1963 which corroborates the preceding paragraph. The number of farms in 1954 totaled 5,461 as opposed to 3,117 in 1963. This is a loss of 2,344 farms or a loss of 42.9 percent. This seems, at first glance, to be an alarming number of farms to lose in a county in a ten year period. However, although the acreage in farms has dropped by 23,834 acres, the average farm size has increased from 52.1 acres in 1954 to 83.6 acres in 1963. This would indicate that the larger farmer has been acquiring more farmland, therefore, increasing the farm size and reducing the number of farm owners.

It is thought that this trend will continue until farms become much larger in size. Evidence of this might be seen in a rural farm population projection prepared by the North Carolina Social Sciences Advisory Committee for year 2020. This committee projected the rural farm population of Nash County to be 900 in that year; however, this is thought to be exceptionally low. It should be noted that this does not include all farm owners, since today many farm owners live in the city while owning many acres of farm land and therefore cannot be considered rural farm population. This will probably be true of the 21st Century.

There will also be a tremendous loss of rural population, the population that will work or own the farm. In 1960 the rural farm population was 22,921. If the 2020 projection becomes a reality this will indicate a rural farm population loss of 22,021 persons. If these projections are near accurate, a farm of tomorrow will be tremendous in size and the number of farm owners and operators will be small in number.

TABLE 13
AGRICULTURAL TRENDS 1954-1963*

	1954	1959	Percent Change 1954-1959	1963	Percent Change 1954-1963
Number of Farms	5,461	4,014	-26.5	3,117	-22.3
Acreage in Farms	284,368	277,426	-2.4	260,534	-6.1
Percent of Total County Acreage in Farms	80.5	78.5	-2.5	73.7	-6.1
Average Farm Size	52.1	69.1	+32.6	83.6	-21.0
White Operators	2,958	2372	-19.8	1878	-20.8
Acres Operated by White	207,624	222,185	-7.0	N.A.	
Nonwhite Operators	2,503	1642	-34.3	1239	-24.5
Acres Operated by Nonwhite	76,744	55,241	-28.0	N.A.	

*Source: U. S. Census of Agriculture - 1954-1959-1963.

Agricultural Products

Farm products sold have shown a steady increase in sales since 1954. In 1954 the total farm products sold amounted to \$20,582,979, as opposed to the 1968 estimate of total farm products of \$32,334,807, an increase of \$11,751,828 or 57.1 percent.

The 1968 harvest estimate is as follows:

Tobacco	\$18,768,362
Poultry, Eggs	3,150,000
Corn	1,980,000
Swine	1,450,000
Forestry	1,000,000
Cotton	868,000
Peanuts	721,000
Soybeans	650,000
Cucumbers	555,156
Beef Cattle	550,000
Fruits, Vegetables	500,000
Small Grain	364,000
Government Payments	1,778,289
Total	\$32,334,807

Source: Nash County Extension Service

The 1968 estimate is expected to be some \$2 million under the 1967 farm income of \$34,670,000. The \$2 million loss can be attributed to several factors: income from tobacco is expected to be \$4 million less than 1967, extremes in weather conditions from excessive rains to drought and increased production costs.

In an interview with the Nash County Extension Service it was learned that some farmers are being advised to sell their farms or to rent them to larger and more prosperous farmers and to seek employment elsewhere. This seems to be a trend in other eastern North Carolina counties as well as in Nash.

The smaller farmer cannot mechanize his farm to the extent that it should be, he cannot find cheap labor to harvest his crops, and he cannot provide the needed income for his family. Therefore, this recommendation to leave the farm may be an excellent solution, if employment can be found elsewhere.

MANUFACTURING

A tremendous increase in the number of manufacturing firms and an active Industrial Commission have helped alleviate many financial problems that could have confronted many Nash County residents who had to leave the farm to seek employment.

In 1963, the Census of Business indicated that there were 79 manufacturing establishments in Nash County. The 1968 North Carolina Directory of Manufacturing Firms lists 92 manufacturing establishments in Nash County. This represents an increase of 16.5 percent in the number of manufacturing firms in the past five years.

Industry in Nash has graduated from the "cut and sew industry" to the "sophisticated industry" such as Rocky Mount Instruments. More of this type of industry is needed to help the economic growth of the county.

The labor force in industry has increased proportionately with the number of new manufacturing firms. In 1958, the Census of Business indicated 4,159 employees in industry, and the Employment Security Commission of North Carolina indicated that in 1967 the number had increased to 6,270, a 50.7 percent increase. This was the first year that industrial workers outnumbered agricultural workers in Nash County. The Employment Security Commission has shown that 5,510 agricultural workers were present in the labor force in 1967, 760 less than in manufacturing.

Average weekly earnings per worker has increased since 1962 when the weekly earning for all workers was \$62.50. In 1967, the average was set at \$77.20. It is assumed that the increased number of industrial jobs helped establish this 24 percent increase in the worker's weekly earnings.

It is anticipated that new industrial plants locating in Nash County will bring more prosperity to the county by creating jobs for both skilled and semi-skilled workers. The new industries

locating in Nash are expected to be a new breed to the area, that is, highly sophisticated industries. These firms will employ engineers, draftsmen, chemists and laboratory technicians, and provide both "white and blue collar jobs". Salaries will be commensurate with the more highly specialized jobs.

COMMERCE

Retail Trade

The retail trade areas for Nash County are concentrated in Rocky Mount, Nashville and Spring Hope. However, Rocky Mount dominates retail trade in Nash County. The retail trade area for Rocky Mount is shown by Map 1.¹¹ As one can see, the trade area encompasses a vast area.

Retail Sales

Retail sales have steadily increased in Nash County. Table 14 indicates sales increased 22 percent or by \$22 million from July 1, 1965 to June 30, 1968. This is an impressive gain for Nash County, but the majority again is accountable to Rocky Mount. Retail sales have increased due to several factors. Industry is more prominent presently in Nash than it was 10 years ago. With the coming of industry, salaries have risen and more jobs are available. In many instances, the wife has now taken a place in the working force and is providing more money for the family.

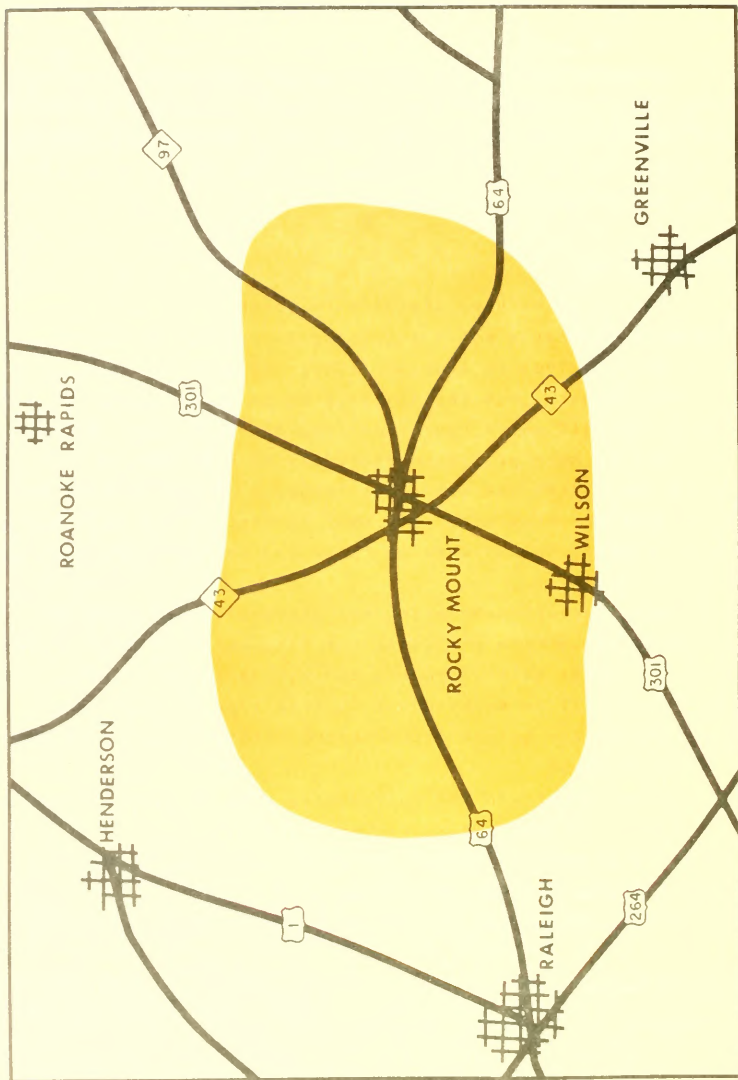
More convenient shopping has influenced the consumer. Today, shopping centers are providing the consumer with easy access to desired retail establishments and with a large variety of stores. Tarrytown Mall in Rocky Mount is this type shopping area. It has undoubtedly helped increase the retail sales for Nash County and Rocky Mount.

Rocky Mount and its surrounding area is gradually becoming a regional shopping area, ranked twelfth among cities of North Carolina in overall sales. A report entitled "Downtown Rocky Mount" points out the following:

"Considering the relatively depressed economy of the Coastal Plain, it is encouraging that Rocky Mount's

¹¹ Extracted from a report entitled "Downtown Rocky Mount", Division of Community Planning, 1968.

RETAIL TRADE AREA



retail sales increased 35 percent between 1963 and 1966, but the significance is that Rocky Mount's rank of twelfth among retail centers of the State has been maintained. Further, Rocky Mount actually increased slightly its percentage of total retail sales within the State - from 1.20 percent of the year 1963 to 1.25 percent in 1966. In June, 1967, Rocky Mount accounted for 1.28 percent of the State total.

Because of its lead in population, the largest of the cities east of Raleigh and north of Wilmington, there is no reason that Rocky Mount cannot continue as the dominant retail center for this area if the city can continue to offer the range of goods and services desired by the shoppers in the area."

TABLE 14
GROSS RETAIL SALES
NASH COUNTY

Class of Sales

1% Retail Sales	\$ 3,645,613	\$ 4,180,390	\$ 4,818,365
1½% Auto & Planes	10,040,116	9,773,278	10,436,734
Apparel	4,202,645	4,771,297	5,204,058
Automotive	17,620,667	18,977,795	20,742,769
Food	21,902,292	24,226,647	25,387,328
Furniture	2,861,412	3,160,699	3,287,899
General Merchandise	20,418,792	24,520,666	27,968,357
Building Materials	7,272,362	7,742,082	8,573,643
Unclassified Group	12,260,233	15,289,675	15,732,466
Total	\$100,224,132	\$112,642,529	\$122,151,619

Source: N. C. Department of Revenue

Wholesale Trade

Wholesale trade is an additional indication of the economic well-being of an area. Nash County had a total of 100 wholesale establishments in 1963. This was an increase of 9.9 percent

over the 91 establishments in 1958. As shown by Table 15, sales totaled \$71,164,000 in 1963, an increase of 5.0 percent over 1958, which could be contributed to inflation.

The payroll increase is the most significant change in the wholesale trade industry, but a second look will indicate that inflation has caused much of the increase.

TABLE 15
WHOLESALE TRADE

	<u>1954</u>	<u>1958</u>	<u>Percent Change</u>	<u>1963</u>	<u>Percent Change</u>	<u>Percent Change 1954-1963</u>
Number of Establishments	76	91	+19.7	100	+9.9	+31.6
Sales (\$000)	57,574	67,794	+17.8	71,164	+5.0	+23.6
Payroll (\$000)	1,949	2,314	+18.7	3,268	+41.2	+67.7
Number of Employees	899	865	-3.8	958	+10.8	+6.6

Growth in the other areas of wholesale trade is not phenomenal but they have shown an advance in a portion of the economy for Nash County.

PROSPECTS FOR THE FUTURE

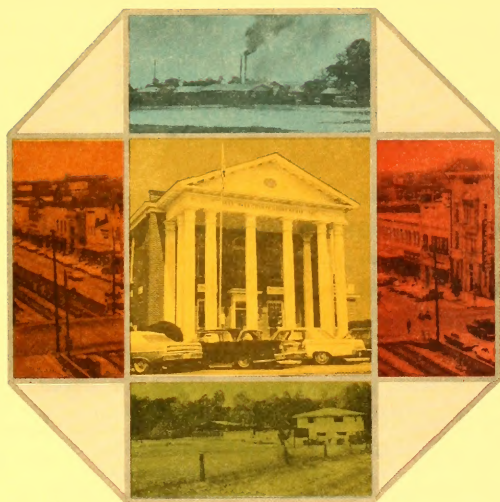
Nash County should not expect a tremendous surge in population over the next twenty years. If the county wants to prove the population projection of 85,000 to be a fact by 1990, even greater strides must be taken in industrial growth in the immediate future than have been taken in the immediate past.

The ground work has been laid for two extremely important assets, the new airport and the proposed Tar River Reservoir. These two facilities are of the utmost importance to industrial growth. However, one additional factor still remains necessary for industrial growth.

A trained labor force and an educated populace must be present for industrial growth. Nash County can anticipate still more industrial growth, but not the quality it desires until these two areas are upgraded.

Farming will still remain an important county activity, but the number of farms, farm owners and laborers will decrease greatly.

Nash County's future will be determined by the degree of educational attainment and the industrial growth accomplished in the near future.



Summary, Goals and Programs

SUMMARY

Population

A. Past Population

1. The largest growth decade from 1900 to 1960 was 1900-1910.
2. The smallest growth decade from 1900 to 1960 was 1950-1960.
3. The total population increase from 1900 to 1960 was 35,524 or 139.4 percent.

B. Past Population Distribution

1. Three townships in Nash County had significant decade to decade growth, Rocky Mount, Stoney Creek and South Whitakers townships which make up the Rocky Mount urban area.
2. From 1950 to 1960 the urban population of Nash County increased 16.9 percent while the rural population decreased by 3.2 percent.

C. Migration

1. Natural increase of population from 1950 to 1960 was 11,185.
2. Loss of population by out-migration was 10,102.
3. 1960 total population was 61,002.
4. Largest out-migration was in nonwhite race which totaled 7,355 from 1950 to 1960.
5. The out-migrating nonwhite age group was the 20-34 group, the childbearing and labor force group.

D. Current Population

1. The 1966 population figure for Nash County was 64,220, a 5.3 percent increase over the 1960 population.

2. Out-migration totaled 1,808 from 1960 to 1966.
3. Out-migration still remains with the childbearing and labor force group.
4. The 1967 population estimate was 63,836, a loss of 0.6 percent over the 1966 population.

E. Future Population Estimates

1970 - 64,571
1980 - 67,268
1990 - 69,595

Economy

A. Physical Resources

1. Major north-south railroad, Seaboard Coast Line.
2. U. S. Highways 301, 64, 264, and partially complete Interstate 95.
3. Major airport facility under construction.
4. Overseas export facilities are as close as Norfolk, Virginia and Morehead City, North Carolina.

B. Labor Force

1. In 1967, the total labor force totaled 25,370.
2. Labor force estimates have increased by 4.3 percent from 1962 to 1967.
3. Industrial labor force estimates have increased by 26.6 percent, while agricultural has decreased by 27.1 percent.
4. Total recruitable labor force was 5,775 in May, 1968.
5. The recruitable labor force is dominated by females.
6. Employment Security Commission indicates that 1,455 high school graduates enter the labor force each year.
7. "White collar" jobs have increased by 16 percent since 1960.

C. Income

1. Out of a total of 14,814 families, 4,246 or 28.7 percent were classified as poor families in 1966, that is, earned less than \$2,819.
2. The number of poor families decreased by 32 percent over the 1960 figures.
3. Median family income rose from \$3,119 in 1960 to an estimated \$4,425 in 1966.

D. Education

1. In 1960, the median number of school years completed by persons aged 25 and over was 8.0, as opposed to the Nation's average of 10.6 years.
2. In 1960, 24.2 percent of the adult population had completed less than 5 school years.
3. In 1960, the number of persons 25 years of age or older that had completed a secondary education totaled 26.9 percent of that population.

E. Availability of Financing

1. Financing is available to industry and local business, new and old, from private lending agencies, namely banks, the Small Business Administration and the Farmers Home Administration.

Economic Activities

A. Agriculture

1. Nash County lost 2,344 farms between 1954 and 1963.
2. The average farm size increased from 52.1 acres in 1954 to 83.6 acres in 1963.
3. The 1968 estimate of farm products sold is \$32,334,807, some \$2 million less than 1967 total products sold.
4. Tobacco remains the number one farm commodity.

B. Manufacturing

1. In 1963, there were 79 industries in Nash County; in 1968 the figure had risen to 92, an increase of 16.5 percent.
2. Industrial workers have increased by 50.7 percent since 1954.
3. 1967 was the first year industrial workers outnumbered agricultural workers.
4. Average weekly earnings have increased from \$62.50 in 1962 to \$77.20 in 1967.

C. Commerce

1. Retail sales increased \$22 million from July 1, 1965 to June 30, 1968.
2. Rocky Mount is ranked 12th in retail sales in North Carolina.
3. Rocky Mount accounted for 1.28 percent of the total State retail sales in 1967.
4. The number of wholesale trade establishments increased by 31.6 percent from 1954 to 1963.
5. The number of employees in wholesale trade increased by only 6.6 percent from 1954 to 1963 while the payroll increased by 67.7 percent.

Objectives and Programs

Based on the Land Potential Study and the facts shown in the preceding chapters of this report, objectives and action programs to help obtain these objectives should be established. Many objectives could be written but, in reality, never get off the "drawing board". Therefore, the objectives and action programs set forth in the following paragraph represent areas in which the ultimate goals could realistically be achieved.

Objectives

1. The most important goal for Nash County is upgrading

educational attainment for both white and nonwhite. It is a degrading situation when the median school years for people 25 and older for the entire county is 8.0 years. It is highly unlikely that an uneducated county can attain a desirable and comfortable economic level for its entire population. It is thought that the first route to economic growth is through education of the citizenry. As the primary goal of total education is achieved, many economic problems will also be solved.

2. Training a Local Labor Force

Nash County is presently striving toward more sophisticated industry, industry that will hire engineers, draftsmen, chemists, laboratory technicians, both white and blue collar workers. This is impossible without an adequately trained labor force. This type labor force must be trained in order that the sophisticated industry can locate with assurance of qualified personnel.

3. Creation of New Job Opportunities

The population of Nash County is expected to reach 69,595 by 1990, an increase of 5,759 over the 1967 population estimate. This will add approximately 1,340 new families to Nash County with at least one member from each family working and in many cases two members working. This figure of 1,340 represents the minimum number of jobs that Nash County will have to provide; however, this does not take into consideration the number of persons from neighboring counties that will be entering the labor force of Nash County. In reality the number of jobs that will be required by 1990 may double the 1,340 figure.

4. Overall County Development Plan

The county should insure against urban sprawl and disorderly growth within the county by preparing and

adopting an Overall Development Plan for the county.

5. Expand Production of Agriculture and Agriculture
Related Products

Although tobacco remains the bulk of the farming industry, its income has been affected in recent years. Many farmers are turning to different farm products to provide income. Farms crops should be diversified. Expansion should be in food crops, livestock and poultry.

6. Better Housing for Nash County

The Land Potential Study has shown that many Nash County residents are presently living in dilapidated shacks. These conditions must be improved.

Local Action Program

If the goals and objectives previously set forth are to be carried out, a local action program must be established. It is not intended that the listed program be carried out as strictly stated, but rather the final result or objective should be reached by any means possible. Each objective will be listed along with suggestions for local action programs to accomplish the objective.

Upgrading Educational Attainment

The first and most important program should be one to keep the student in school for 12 years whether white or nonwhite. This is one area where a gross inequity has been dealt the nonwhite race. Often times it takes force and pressure to attain a certain goal. This force and pressure has been placed on the white race for many years with the goal being a 12 year education. The nonwhite race in Nash County has not had this force placed on them in the past. It is highly recommended that the truancy laws be strictly enforced.

Through minimum education efforts, there can be at least a demand for minimum wage with some hopeful future. Education can cure many ills, but it will place greater pressures on local government to provide public facilities on the total populace rather than on a portion of the population. Local civic clubs are always in need of projects to carry out. An excellent project would be for each civic club to select several families both white and nonwhite, and help, but not totally provide, clothes, food, maybe money, in order that their children may remain in school. Too often, these children do not have the opportunity to continue an education because of the lack of the basic needs. The sponsoring civic club should keep close watch on these children to insure that they remain in school and obtain an education.

Adult educational programs are an absolute must. Heavy emphasis should be placed on adult education by the various towns and local governing bodies in Nash County. One suggestion that might encourage more participation in adult education would be a program of job placement after graduation.

Training a Local Labor Force

Nash County must provide skilled labor if the effort to attract more sophisticated industry is to be successful. This can only be accomplished by thorough training and retraining of a local labor force. A necessary facility is a local technical training school.

Nash County presently has a technical school. A new facility to house this training facility is vitally needed. The facility must be designed to meet the many specifications for shops and labs that are essential to the success of this type facility.

Persons should be trained for various technical jobs and upon completion, job placement should be assured. A great amount of publicity should be given this facility in order that the

public can keep abreast of available programs. Incentive programs should be initiated to encourage participation in training programs. For persons who could not afford the costs involved, funds should be sought to aid in training for these individuals. Funds could possibly be found to provide training pay for certain jobs.

Through a trained labor force, higher wages can be demanded, more sophisticated industry can be sought and a better economic balance might be seen.

Creation of New Job Opportunities

This has been discussed to some extent in the preceding paragraphs, however, new industrial growth can influence new job opportunities. To attract new industries, an educated and trained labor force must be present. In addition, the county must have available industrial sites. This should be done through zoning, to protect and preserve land for industrial use.

It is thought that an industrial park with all needed utilities may be one feasible way to expand the economy of the county. However, this is not a project to undertake without long and deliberate thought and planning.

Overall County Development Plan

The County Development Plan, to be prepared by the Nash County Planning Board, should be adopted by the Nash County Board of Commissioners as a guideline for future development. This plan should be reevaluated each five years and brought up-to-date. Through continual planning, the future development of the county can be guided so that the future will hold an attraction for both people and industry.

Closely related to planning for the future are two projects presently underway in Nash County; the Rocky Mount-Wilson

Airport, and the Tar River Reservoir. It is extremely important that both these projects be completed as soon as possible in order that the economic growth of Nash County can continue. Both of the projects are vital to industrial growth.

Expand Production of Agriculture and Agriculture Related Products

A local action program toward more food related farm products could prove to be an added income to the farmer. Possible recreation uses could be put to good use on less productive farms; this could be financed by FHA.

Local industry for the processing of locally grown food crops could provide needed jobs for seasonal employment. The seasonal worker may be able to till and process the crop.

New markets for locally grown products should be sought.

Continued education programs sponsored by the Agricultural Extension Service are vital to the modern farmer. These will keep him abreast of new modern farming methods.

Better Housing for Nash County

The first course of action in Nash for better housing would be the adoption of a county-wide housing code. This would assure the populace that housing in Nash County would have minimum facilities for human habitation.

It is recommended that the Agricultural Extension Service in Nash County continue its excellent work toward better housing in the county.

Subdivision Regulations should be adopted to insure against haphazard subdivision layout.

It is recommended that county officials consider the possibility of creating a Housing Authority. The Housing Authority could choose between three types of housing, conventional, public housing, leased and turnkey housing.

There has been recent interest in housing for rural residents

of Nash, especially the nonwhite. An additional solution toward better housing could be the formation of a nonprofit corporation to develop subdivisions to supplement the housing supply of Nash County citizens.

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